



IAPD Report

JOHN SERNA

CRD# 2254158

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

JOHN SERNA (CRD# 2254158)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **10/17/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	05/29/2007
IA	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	05/29/2007

QUALIFICATIONS

This representative is currently registered in **27** SRO(s) and **1** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
IA	CITICORP INVESTMENT SERVICES	23988	CHICAGO, IL	06/25/2002 - 05/29/2007
B	CITICORP INVESTMENT SERVICES	23988	CHICAGO, IL	05/04/2000 - 05/29/2007
B	BANC ONE SECURITIES CORPORATION	16999	CHICAGO, IL	02/01/1999 - 05/18/2000

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	1



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with 1 jurisdiction(s) and 27 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **CITIGROUP GLOBAL MARKETS INC.**

Main Address: 388 GREENWICH STREET
NEW YORK, NY 10013

Firm ID#: 7059

Regulator	Registration	Status	Date
B 24X National Exchange LLC	General Securities Principal	Approved	10/19/2025
B 24X National Exchange LLC	General Securities Representative	Approved	10/19/2025
B BOX Exchange LLC	General Securities Principal	Approved	11/05/2024
B BOX Exchange LLC	General Securities Representative	Approved	11/05/2024
B BOX Exchange LLC	General Securities Sales Supervisor	Approved	11/05/2024
B BOX Exchange LLC	Registered Options Principal	Approved	11/05/2024
B Cboe BYX Exchange, Inc.	General Securities Principal	Approved	09/24/2013
B Cboe BYX Exchange, Inc.	General Securities Representative	Approved	09/24/2013
B Cboe BZX Exchange, Inc.	General Securities Principal	Approved	09/24/2013
B Cboe BZX Exchange, Inc.	General Securities Representative	Approved	09/24/2013
B Cboe BZX Exchange, Inc.	Registered Options Principal	Approved	09/24/2013
B Cboe C2 Exchange, Inc.	General Securities Principal	Approved	11/05/2024
B Cboe C2 Exchange, Inc.	General Securities Representative	Approved	11/05/2024



Qualifications

Regulator	Registration	Status	Date
B Cboe C2 Exchange, Inc.	General Securities Sales Supervisor	Approved	11/05/2024
B Cboe C2 Exchange, Inc.	Registered Options Principal	Approved	11/05/2024
B Cboe EDGA Exchange, Inc.	General Securities Principal	Approved	05/14/2015
B Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	05/14/2015
B Cboe EDGA Exchange, Inc.	General Securities Sales Supervisor	Approved	10/15/2015
B Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	05/14/2015
B Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	05/14/2015
B Cboe EDGX Exchange, Inc.	General Securities Sales Supervisor	Approved	10/15/2015
B Cboe EDGX Exchange, Inc.	Registered Options Principal	Approved	06/27/2017
B Cboe Exchange, Inc.	General Securities Representative	Approved	03/08/2011
B Cboe Exchange, Inc.	General Securities Sales Supervisor	Approved	03/08/2011
B Cboe Exchange, Inc.	Registered Options Principal	Approved	03/08/2011
B Cboe Exchange, Inc.	General Securities Principal	Approved	11/05/2024
B FINRA	General Securities Principal	Approved	05/29/2007
B FINRA	General Securities Representative	Approved	05/29/2007
B FINRA	General Securities Sales Supervisor	Approved	05/29/2007
B FINRA	Municipal Securities Principal	Approved	05/29/2007
B FINRA	Registered Options Principal	Approved	05/29/2007
B FINRA	Municipal Securities Representative	Approved	10/22/2018



Qualifications

Regulator	Registration	Status	Date
B Investors' Exchange LLC	General Securities Principal	Approved	08/19/2016
B Investors' Exchange LLC	General Securities Representative	Approved	08/19/2016
B Long-Term Stock Exchange, Inc.	General Securities Principal	Approved	11/05/2024
B Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	11/05/2024
B MEMX LLC	General Securities Principal	Approved	11/05/2024
B MEMX LLC	General Securities Representative	Approved	11/05/2024
B MEMX LLC	General Securities Sales Supervisor	Approved	11/05/2024
B MEMX LLC	Registered Options Principal	Approved	11/05/2024
B MIAX Emerald, LLC	General Securities Principal	Approved	11/05/2024
B MIAX Emerald, LLC	General Securities Representative	Approved	11/05/2024
B MIAX Emerald, LLC	General Securities Sales Supervisor	Approved	11/05/2024
B MIAX Emerald, LLC	Registered Options Principal	Approved	11/05/2024
B MIAX PEARL, LLC	General Securities Principal	Approved	11/05/2024
B MIAX PEARL, LLC	General Securities Representative	Approved	11/05/2024
B MIAX PEARL, LLC	General Securities Sales Supervisor	Approved	11/05/2024
B MIAX PEARL, LLC	Registered Options Principal	Approved	11/05/2024
B MIAX Sapphire	General Securities Principal	Approved	11/05/2024
B MIAX Sapphire	General Securities Representative	Approved	11/05/2024



Qualifications

Regulator	Registration	Status	Date
B MIAX Sapphire	General Securities Sales Supervisor	Approved	11/05/2024
B MIAX Sapphire	Registered Options Principal	Approved	11/05/2024
B Miami International Securities Exchange, LLC	General Securities Principal	Approved	11/05/2024
B Miami International Securities Exchange, LLC	General Securities Representative	Approved	11/05/2024
B Miami International Securities Exchange, LLC	General Securities Sales Supervisor	Approved	11/05/2024
B Miami International Securities Exchange, LLC	Registered Options Principal	Approved	11/05/2024
B NYSE American LLC	Securities Manager	Approved	06/26/2010
B NYSE American LLC	General Securities Principal	Approved	07/12/2011
B NYSE American LLC	General Securities Representative	Approved	07/12/2011
B NYSE American LLC	Municipal Securities Principal	Approved	07/12/2011
B NYSE American LLC	Registered Options Principal	Approved	07/12/2011
B NYSE American LLC	General Securities Sales Supervisor	Approved	10/01/2018
B NYSE American LLC	Municipal Securities Representative	Approved	10/22/2018
B NYSE Arca, Inc.	General Securities Principal	Approved	05/14/2015
B NYSE Arca, Inc.	General Securities Representative	Approved	05/14/2015
B NYSE Arca, Inc.	Registered Options Principal	Approved	05/14/2015
B NYSE Arca, Inc.	General Securities Sales Supervisor	Approved	10/15/2015
B NYSE National, Inc.	General Securities Principal	Approved	07/06/2018



Qualifications

Regulator	Registration	Status	Date
B NYSE National, Inc.	General Securities Representative	Approved	07/06/2018
B NYSE National, Inc.	Municipal Securities Principal	Approved	07/06/2018
B NYSE National, Inc.	Municipal Securities Representative	Approved	07/06/2018
B NYSE National, Inc.	General Securities Sales Supervisor	Approved	11/05/2024
B NYSE Texas, Inc.	General Securities Principal	Approved	05/14/2015
B NYSE Texas, Inc.	General Securities Representative	Approved	05/14/2015
B NYSE Texas, Inc.	General Securities Sales Supervisor	Approved	11/05/2024
B Nasdaq GEMX, LLC	General Securities Principal	Approved	11/05/2024
B Nasdaq GEMX, LLC	General Securities Representative	Approved	11/05/2024
B Nasdaq GEMX, LLC	General Securities Sales Supervisor	Approved	11/05/2024
B Nasdaq GEMX, LLC	Registered Options Principal	Approved	11/05/2024
B Nasdaq ISE, LLC	General Securities Principal	Approved	05/14/2015
B Nasdaq ISE, LLC	General Securities Representative	Approved	05/14/2015
B Nasdaq ISE, LLC	Registered Options Principal	Approved	05/14/2015
B Nasdaq ISE, LLC	General Securities Sales Supervisor	Approved	11/05/2024
B Nasdaq MRX, LLC	General Securities Principal	Approved	11/05/2024
B Nasdaq MRX, LLC	General Securities Representative	Approved	11/05/2024
B Nasdaq MRX, LLC	General Securities Sales Supervisor	Approved	11/05/2024
B Nasdaq MRX, LLC	Registered Options Principal	Approved	11/05/2024



Qualifications

Regulator	Registration	Status	Date
B Nasdaq PHLX LLC	General Securities Principal	Approved	11/18/2011
B Nasdaq PHLX LLC	General Securities Representative	Approved	11/18/2011
B Nasdaq PHLX LLC	Registered Options Principal	Approved	11/18/2011
B Nasdaq PHLX LLC	General Securities Sales Supervisor	Approved	06/13/2016
B Nasdaq Stock Market	General Securities Principal	Approved	05/29/2007
B Nasdaq Stock Market	General Securities Representative	Approved	05/29/2007
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	05/29/2007
B Nasdaq Stock Market	Registered Options Principal	Approved	04/01/2008
B Nasdaq Texas, LLC	General Securities Principal	Approved	08/28/2013
B Nasdaq Texas, LLC	General Securities Representative	Approved	08/28/2013
B Nasdaq Texas, LLC	General Securities Sales Supervisor	Approved	08/28/2013
B Nasdaq Texas, LLC	Registered Options Principal	Approved	08/28/2013
B New York Stock Exchange	General Securities Representative	Approved	05/29/2007
B New York Stock Exchange	Securities Manager	Approved	10/16/2008
B New York Stock Exchange	General Securities Principal	Approved	06/26/2010
B New York Stock Exchange	Municipal Securities Principal	Approved	06/26/2010
B New York Stock Exchange	General Securities Sales Supervisor	Approved	10/01/2018
B New York Stock Exchange	Municipal Securities Representative	Approved	10/22/2018



Qualifications

Regulator	Registration	Status	Date
B Illinois	Agent	Approved	05/29/2007
IA Illinois	Investment Adviser Representative	Approved	05/29/2007

Branch Office Locations

CITIGROUP GLOBAL MARKETS INC.
Citi Retail Banking
227 West Monroe St, 24th Floor, Suite 2427-CWS
Chicago, IL 60606

CITIGROUP GLOBAL MARKETS INC.
Glen Ellyn, IL








Qualifications

PASSED INDUSTRY EXAMS




This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 5 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/02/2023
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/02/2023
 Registered Options Principal Examination (S4)	Series 4	06/21/2006
 Municipal Securities Principal Examination (S53)	Series 53	10/08/2004
 General Securities Principal Examination (S24)	Series 24	05/24/2004

General Industry/Product Exams

Exam	Category	Date
 Municipal Securities Representative Examination (S52TO)	Series 52TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	07/20/1992

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	04/16/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	07/24/1992



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
IA	06/25/2002 - 05/29/2007	CITICORP INVESTMENT SERVICES	CRD# 23988	CHICAGO, IL
B	05/04/2000 - 05/29/2007	CITICORP INVESTMENT SERVICES	CRD# 23988	CHICAGO, IL
B	02/01/1999 - 05/18/2000	BANC ONE SECURITIES CORPORATION	CRD# 16999	CHICAGO, IL
B	05/13/1994 - 02/01/1999	FIRST CHICAGO NBD INVESTMENT SERVICES, INC.	CRD# 17516	CHICAGO, IL
B	10/16/1992 - 05/14/1993	EQUICO SECURITIES, INC.	CRD# 6627	NEW YORK, NY
B	10/16/1992 - 05/14/1993	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	CRD# 4039	NEW YORK, NY
B	07/30/1992 - 09/22/1992	KOBER FINANCIAL CORP.	CRD# 17551	ENGLEWOOD, CO
B	07/21/1992 - 07/29/1992	J. W. GANT & ASSOCIATES, INC.	CRD# 7963	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
05/2007 - Present	CITIGROUP GLOBAL MARKETS INC.	ADMINISTRATIVE PRINCIPAL	Y	CHICAGO, IL, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

No information reported.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	1

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	CITIGROUP GLOBAL MARKETS INC.
Allegations:	NON-DISCRETIONARY MANAGED ACCOUNT OWNERS ALLEGED, THROUGH THEIR ATTORNEY, THAT THEY WERE INDUCED IN 2014 INTO PURCHASING INVESTMENT ACCOUNTS THAT WERE NOT SUITED TO THEIR STATED GOALS AT THE TIME OF PURCHASE AND WHICH DELEGATED "UNAUTHORIZED" DISCRETIONARY AUTHORITY TO MANAGERS OF THEIR ACCOUNTS. OCCURRENCE DATES: 10/2014 - 08/2015. ALLEGED DAMAGES: \$195,548.38
Product Type:	Equity Listed (Common & Preferred Stock) Mutual Fund Other: NON-DISCRETIONARY MANAGED ACCOUNT
Alleged Damages:	\$195,548.38
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	09/21/2018
Complaint Pending?	No
Status:	Denied



Status Date: 12/05/2018

Settlement Amount:

Individual Contribution Amount:

Broker Statement

The firm thoroughly investigated the allegations, and found them to be entirely without merit. At the time of the alleged activity, the Registered Representative did not hold a client-facing position. The Registered Representative was determined to have never met with, nor made any representations or recommendations to the clients. The claim was deemed meritless and denied.



End of Report

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